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Park & Recreation

Outdoor Recreation Facility Assessment
Park and Recreation Board Briefing
June 4, 2015

Agenda

- Process
- Facility Evaluation Methodology
- Golf Course Findings and Recommendations
- Tennis Center Findings and Recommendations
- Sport Complex Findings and Recommendations
- Level of Service Standards
- Benchmark Comparison
- Site Maps
- Next Steps

Purpose

- Outdoor Facility Assessments:
 - Evaluate strengths and weaknesses of outdoor recreation facilities.
 - Identify potential to enhance facilities to maximize participation, service quality, and cost effectiveness.
 - Identify potential facility management improvements.
- Level of Service Analysis:
 - Develop guidelines to inform service levels for parks and facilities based upon population growth.
 - Identify where a gap or surplus exists.
 - Help determine how aggressive or conservative capital planning should be.



Methodology

- On-site assessments and staff feedback
- Consultant visits included:
 - 5 Golf Courses
 - 4 Tennis Centers
 - 3 Sports Complexes
- Findings used to develop recommendations



- Evaluation included:
 - Facility Design / Usage
 - Facility Condition
 - Signage
 - Operational Issues
 - Maintenance Issues
 - Customer Service / Satisfaction
 - Staffing Levels
 - Staff / Manager Input



Golf Courses - Findings



- Excellent improvements made over last five years
- Little diversity of players – 90% or greater are men
- Limited pricing options available to grow audience
- Lack of measureable outcomes for golf course concessionaires
- Quality and quantity of restrooms on courses needs improvement

Golf Courses – Preliminary Recommendations

- Need standards and measurable outcomes for golf concessionaires
- Need a system-wide business, marketing and program plan for each course with a cost recovery goal
- Incorporate design principles into course facilities
- Increase diversity of players
- Need to formalize lifecycle asset management plan



Tennis Centers - Findings



- Recent improvements to facilities like Samuell Grand appreciated by community
- The four other tennis centers need improvements and updates (e.g., lighting, parking, storage, fencing, drainage, etc.)
- Lack of cross promotion between centers
- Lack of growing the game – except Samuell Grand to younger audiences
- Earned income limited at all sites
- Lacking performance indicators for concessionaires

Tennis Centers – Preliminary Recommendations



- Develop enhanced marketing plan and better cross-promotion
- Seek/develop friends groups to support each center
- Mitigate competition between centers / improve collaboration and cross-promotion
- Consider one indoor facility for Dallas players
- Enhanced customer service feedback system is needed

Sports Complexes - Findings



- Most sports fields in good condition
- Fair Oaks soccer/football fields in poor condition
- Lack of large restrooms or concession area
- Lack of signage with field numbers
- Lack of shade
- Lack of storm shelters

Sports Complexes – Preliminary Recommendations



- Develop business plans for each sports complex that identify performance measures
- Conduct a cost/benefit analysis to help inform decisions on facility improvements
- Use design principles based on cost recovery
- Consider an all-weather complex

Level of Service Standards

PARKS: 2014 Inventory - Developed Facilities								2014 Facility Standards		2019 Facility Standards		2024 Facility Standards	
Park Type	Total Inventory	Current Service Level based upon population			Recommended Service Levels: Revised for Local Service Area			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed
Mini Parks	14.50	0.01	acres per	1,000	0.01	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Neighborhood Parks	1,662.90	1.34	acres per	1,000	1.50	acres per	1,000	Need Exists	203 Acre(s)	Need Exists	323 Acre(s)	Need Exists	425 Acre(s)
Community Parks	2,506.18	2.01	acres per	1,000	2.50	acres per	1,000	Need Exists	604 Acre(s)	Need Exists	804 Acre(s)	Need Exists	974 Acre(s)
Metro Parks	2,902.81	2.33	acres per	1,000	2.33	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	183 Acre(s)	Need Exists	340 Acre(s)
Regional Parks	2,787.01	2.24	acres per	1,000	2.50	acres per	1,000	Need Exists	323 Acre(s)	Need Exists	524 Acre(s)	Need Exists	693 Acre(s)
Special Use Parks	3,680.68	2.96	acres per	1,000	3.00	acres per	1,000	Need Exists	51 Acre(s)	Need Exists	292 Acre(s)	Need Exists	495 Acre(s)
Linear Parks	1,088.72	0.88	acres per	1,000	1.00	acres per	1,000	Need Exists	155 Acre(s)	Need Exists	236 Acre(s)	Need Exists	303 Acre(s)
Conservation	9,796.32	7.87	acres per	1,000	7.87	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	625 Acre(s)	Need Exists	1,158 Acre(s)
Total Park Acres	24,439.12	19.65	acres per	1,000	20.71	acres per	1,000	Need Exists	1,324 Acre(s)	Need Exists	2,986 Acre(s)	Need Exists	4,388 Acre(s)

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OUTDOOR AMENITIES:																
Picnic Shelters/Tables	1,141.00	1.00	site per	1,090	1.00	site per	1,500	Meets Standard	-	Sites(s)	Meets Standard	-	Sites(s)	Meets Standard	-	Sites(s)
Rectangular Fields (Lacrosse/Rugby/Football)	18.00	1.00	field per	69,111	1.00	field per	40,000	Need Exists	13	Field(s)	Need Exists	15	Field(s)	Need Exists	17	Field(s)
Soccer Fields	123.00	1.00	field per	10,114	1.00	field per	7,000	Need Exists	55	Field(s)	Need Exists	66	Field(s)	Need Exists	76	Field(s)
Diamond Fields	114.00	1.00	field per	10,912	1.00	field per	7,000	Need Exists	64	Field(s)	Need Exists	75	Field(s)	Need Exists	85	Field(s)
Basketball Courts	151.00	1.00	court per	8,238	1.00	court per	4,500	Need Exists	125	Court(s)	Need Exists	143	Court(s)	Need Exists	158	Court(s)
Tennis Courts	242.00	1.00	court per	5,141	1.00	court per	4,800	Need Exists	17	Court(s)	Need Exists	34	Court(s)	Need Exists	48	Court(s)
Pickleball Courts	2.00	1.00	court per	622,003	1.00	court per	40,000	Need Exists	29	Court(s)	Need Exists	31	Court(s)	Need Exists	33	Court(s)
Playgrounds	211.00	1.00	site per	5,896	1.00	site per	4,000	Need Exists	100	Site(s)	Need Exists	120	Site(s)	Need Exists	137	Site(s)
Sand Volleyball	11.00	1.00	site per	113,091	1.00	site per	50,000	Need Exists	14	Site(s)	Need Exists	15	Site(s)	Need Exists	17	Site(s)
Off Leash Dog Parks	4.00	1.00	site per	311,001	1.00	site per	100,000	Need Exists	8	Site(s)	Need Exists	9	Site(s)	Need Exists	10	Site(s)
Skate Park	1.00	1.00	site per	1,244,005	1.00	site per	75,000	Need Exists	16	Site(s)	Need Exists	17	Site(s)	Need Exists	18	Site(s)
Golf Courses	6.00	1.00	site per	207,334	1.00	site per	150,000	Need Exists	2	Site(s)	Need Exists	3	Site(s)	Need Exists	3	Site(s)
Major Nature Trails (Miles)	23.00	0.02	miles per	1,000	0.10	miles per	1,000	Need Exists	101	Mile(s)	Need Exists	109	Mile(s)	Need Exists	116	Mile(s)
Trails (Miles)	145.00	0.12	miles per	1,000	0.22	miles per	1,000	Need Exists	129	Mile(s)	Need Exists	146	Mile(s)	Need Exists	161	Mile(s)
INDOOR AMENITIES:																
Recreation/Aquatic Centers (Square Feet)	968,070.00	0.78	SF per person	1,000	1.00	SF per person	1,000	Need Exists	275,935	Square Feet	Need Exists	356,170	Square Feet	Need Exists	423,865	Square Feet

Benchmark - Agencies

Agency	Estimated Population	Density Level
Dallas Park and Recreation	1,244,005	Med-Low
Phoenix Parks and Recreation	1,513,367	Med-Low
San Antonio Parks and Recreation	1,409,019	Med-Low
Mecklenburg County Park and Recreation	990,977	Low
Austin Parks and Recreation	885,400	Med-Low

Benchmark – Park Acres / Trail Miles

Agency	Estimated Population	Total Acres	Total Acres per 1,000 Pop	Trail Miles	Trail Miles per 1,000 Pop
Dallas Park and Recreation	1,244,005	23,242	18.68	145	0.12
Phoenix Parks and Recreation	1,513,367	45,350	29.97	200	0.13
San Antonio Parks and Recreation	1,409,019	14,833	10.53	145	0.10
Mecklenburg County Park and Recreation	990,977	20,786	20.97	199	0.20
Austin Parks and Recreation	885,400	20,123	22.73	212	0.24

Benchmark – Courts / Fields

Agency	Rectangular Fields	Diamond Fields	Basketball Courts	Tennis Courts
Dallas Park and Recreation	137	116	156	242
Phoenix Parks and Recreation	90	209	137	82
San Antonio Parks and Recreation	157	99	111.5	116
Mecklenburg County Park and Recreation	131	111	111	149
Austin Parks and Recreation	101	70	77	124

Note: Phoenix inventory data incomplete (actual totals may vary)

Detail: San Antonio rectangular fields- 10 football, 84 soccer, 2 rugby, 61 multi-purpose

Detail: Mecklenburg rectangular fields all counted as multi-purpose

Detail: Austin rectangular fields- 23 soccer, 78 multi-purpose

Benchmark – Picnic Areas / Playgrounds

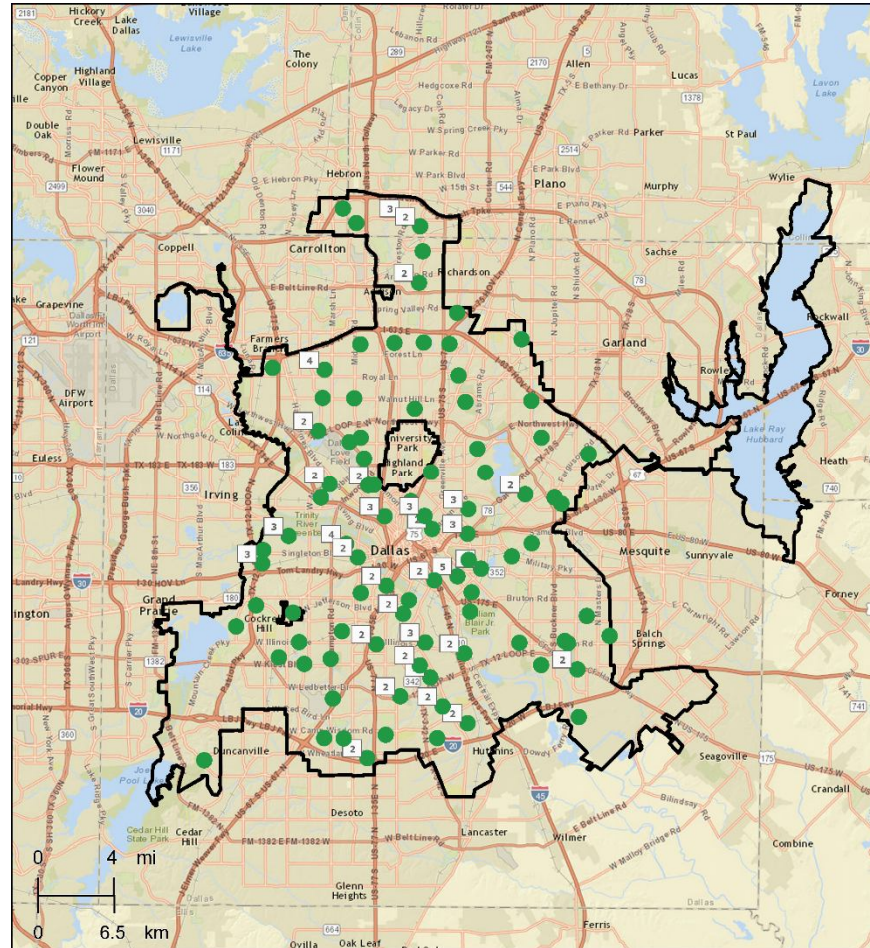
Agency	Picnic Shelters / Pavilions	Picnic Tables	Playgrounds
Dallas Park and Recreation		1,244	211
Phoenix Parks and Recreation	n/a	n/a	146
San Antonio Parks and Recreation	160	1799	191
Mecklenburg County Park and Recreation	160	n/a	186
Austin Parks and Recreation	76	802	145

Note: Dallas picnic table inventory includes picnic shelters/pavilions

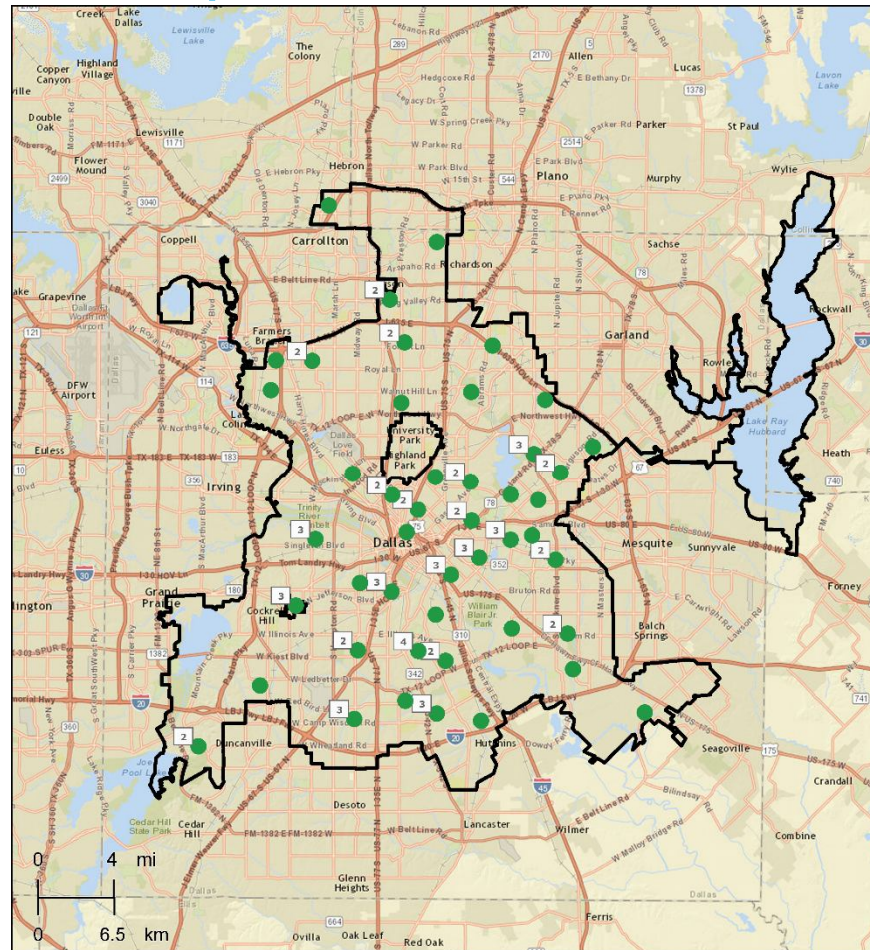
Benchmark – Misc. Facilities / Amenities

Agency	Dog Parks	Skate Parks	Volleyball Pits
Dallas Park and Recreation	4	1	11
Phoenix Parks and Recreation	7	6	n/a
San Antonio Parks and Recreation	7	14	n/a
Mecklenburg County Park and Recreation	6	1	45
Austin Parks and Recreation	12	3	n/a

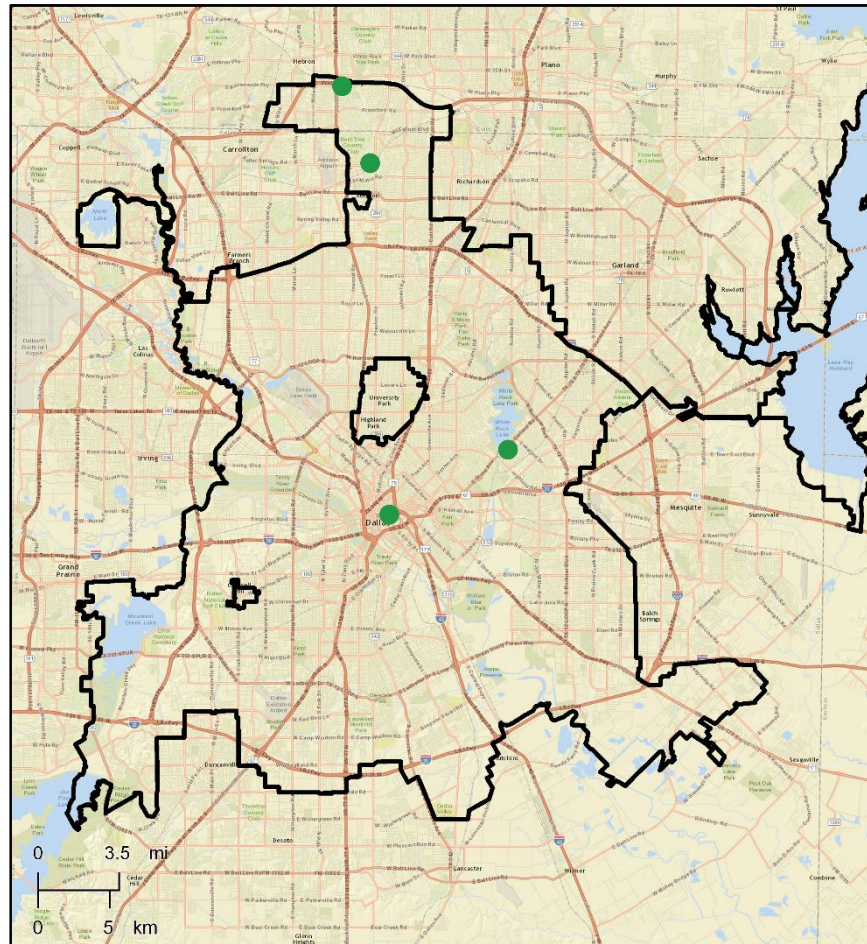
Site Maps –Basketball Courts



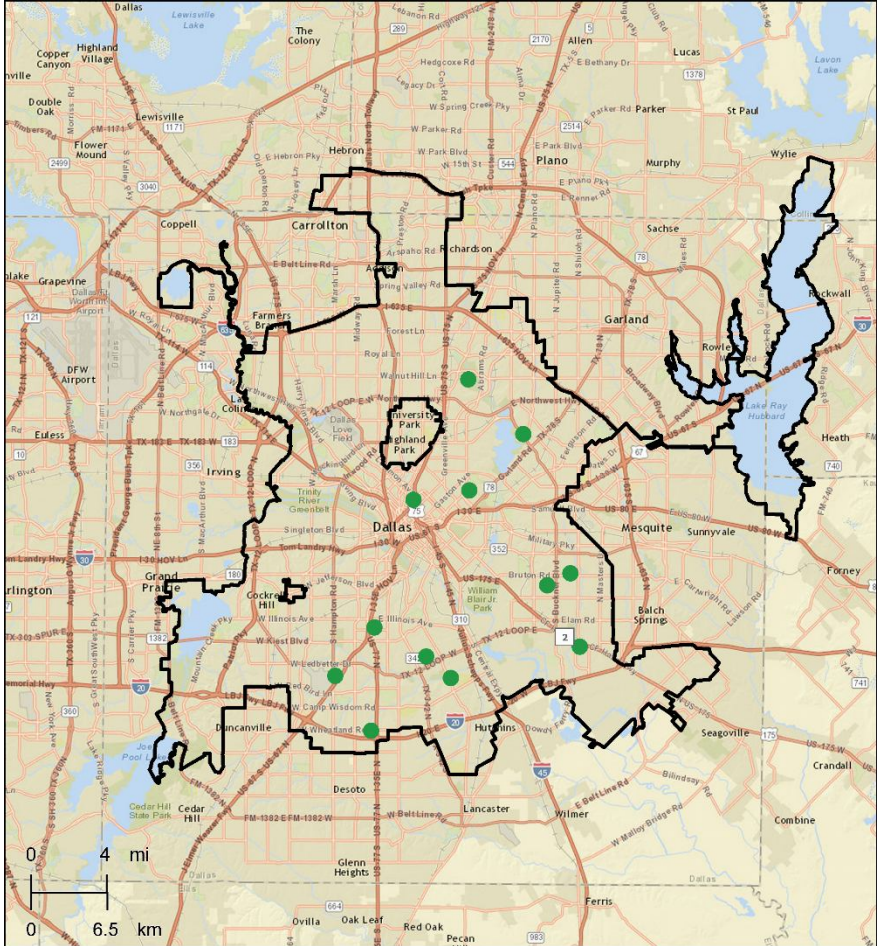
Site Maps – Diamond Fields



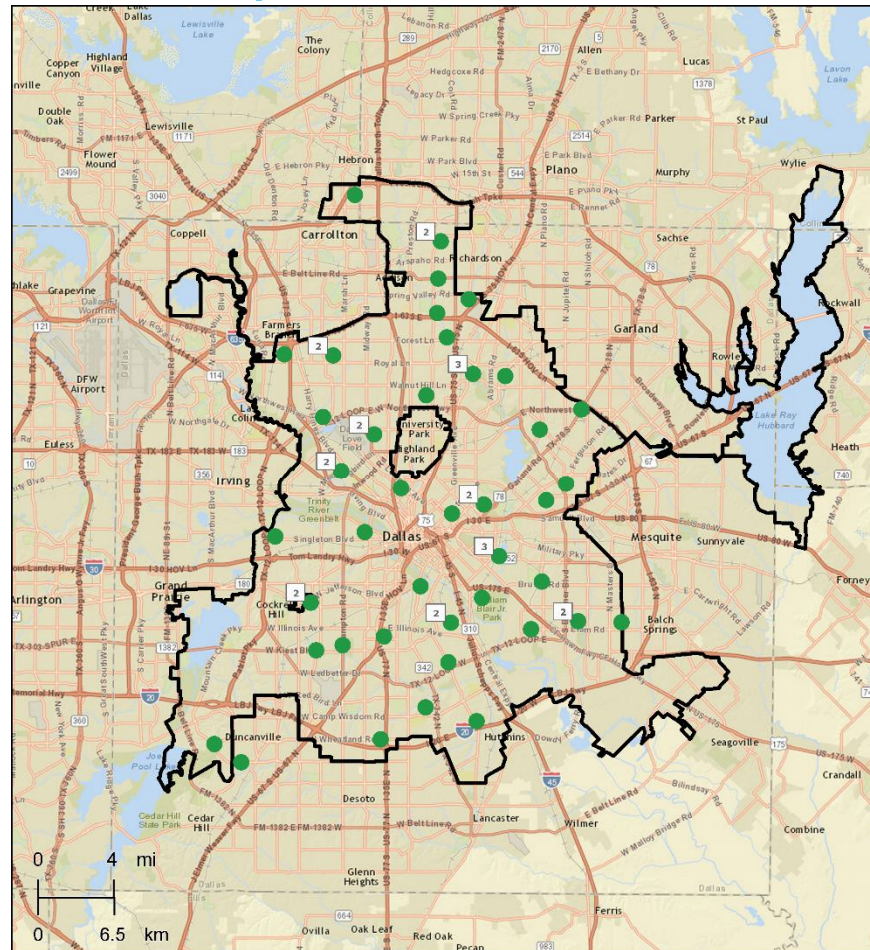
Site Maps – Dog Parks



Site Maps – Rectangular Fields



Site Maps – Soccer Fields





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